

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☐ Practitioners associated with the Customer Number:

OR

☒ Practitioners' names below (if more than ten names, practitioners are to be named, then a customer number must be used).

Name	Registration Number	Name	Registration Number
Thomas J. Scott, Jr.	27,816		
Joseph M. Sullivan	36,339		
Carl L. Schuman	38,378		

as attorney(s) or agents to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all future applications assigned to, to be understood according to the USPTO's assignment records or assignment documents attached to this form in accordance with 37 CFR 1.73(c).

Please change the correspondence request for the application identified in the attached statement under 37 CFR 3.73(b) to:

☒ The address associated with Customer Number. 000070813

OR

<input type="checkbox"/> Firm or Individual Name		
Address		
City	State	Zip
Country		
Telephone	E-mail	

Assignee Name and Address

Personalized Media Communications, LLC
708 3rd Avenue, 13th Floor
New York, NY 10017

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SSB/98 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appearing in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application to which this Power of Attorney is to be filed.

SIGNATURE OF Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee.

Signature		Date	5/29/07
Name	Gerald T. Holtzman	Telephone	201.880.2075 x40
Title	General Counsel		

The completion of information is required by 37 CFR 1.31, 1.52 and 1.53. This information is required to obtain or retain a benefit by the public which is to be (and by the USPTO is provided on) (abstract). Completion of this form is required by 37 CFR 1.31 and 1.54. The completion of information is required to use 37 CFR 1.55, including persons, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any changes to the form or to the rules or regulations that have been adopted by the USPTO should be done to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22315-1450. Do NOT send fees on completed forms to this address. Send TO: Commissioner for Patents, P.O. Box 1460, Alexandria, VA 22315-1460.

If you need assistance in completing the form, call 1-800-PTO-9109 and select option 2